

FRANCESCA WEDEMEYER

Product Designer
flwedemeyer@gmail.com
flwedemeyer.com
415-713-0584

Professional Skills

Sketch, Invision,
Figma, Abstract, Adobe CC
User Research & User Flows
Basic HTML, CSS, JS

Current

Product Designer at Olapic

New York, NY 2017 - 2019

Own the end to end customer journey of the Content in Motion product.
Lead workshops across company to build trust and a user-centric mission.
Partner with product management, engineering, and QA to deliver delight.

Past

Co-Founder of Ladies, Wine, & Design BK

Brooklyn, NY 2016 - 2017

Program monthly event series open to creatives identifying as female.
Secure venues, build out sponsor network, and themes for our events.

Product Designer at Nasdaq Inc

New York, NY 2014 - 2017

Plan research campaigns, facilitate sessions, synthesize and present findings.
Develop personas and mental model diagrams to guide product development.

Co-Host of The Lady Cave Podcast

Brooklyn, NY 2015 - 2016

A weekly podcast highlighting women defying traditional roles in society.
Produced all content, edited episodes, and published blog posts.

Teacher at ScriptEd

New York, NY 2014 - 2015

Volunteer teaching Script- Ed's coding curriculum to high-schoolers.
Develop and design classes focused on making technical concepts fun.

Education

WEB DEVELOPMENT IMMERSIVE
General Assembly New York Fall 2013

PRINT AND WEB MEDIA CERTIFICATE
Moore College of Art & Design Spring 2011

BACHELOR OF ARTS IN INTERNATIONAL RELATIONS
San Francisco State University Graduated 2010

Talks

[Designing for Lady Parts](#) by LWD & Tia, Moderator of Panel
August 23, 2018

Working in the Blockchain Ecosystem 2018 | [Design + Blockchain](#)
December 6, 2017

Fullstaq @ Nasdaq | [Why We Love Research](#)
NYC UXPA February 23, 2016

Interculturalism + Design | Exceptional Design through Intentional Interactions
Prodesign Conference January 30, 2016